



YOUR
DREAM
HOME



“HOME!”

OUR house of family dreams, a home of endless thrills and fireside content! *Our* home, where the children can play and entertain and grow,— their precious heritage.

FOR long we have hopefully *stayed*, spending rent money which might have bought this house of charm, creating lasting wealth.

How glorious to enter and survey our place of comfort and contentment, which we planned to suit ourselves!

HOME! Where we can plant flowers, shrubbery, and fruits and vegetables, which we can show to our friends with pride; where we can “fix things up” and reap for ourselves, instead of landlords, the life-long benefits of home-making.

—To which we can come, at the end of daily toil, and “play, and love, and rest!”

HERE we shall know the full meaning of

“HOME, SWEET HOME!”

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608 EMPIRE BANK BUILDING
ST. PAUL 1, MINNESOTA

PRINTED
IN
U.S.A.

WHY BUILD A HOME?

As a property owner you are a solid citizen.

You can live more inexpensively in a new home, built to your order, because of the amazing money-saving improvements which have been developed in recent years.

NEW materials for roofing, plumbing, insulation, heating, ventilation—yes, and air-conditioning, make for economy in building and great saving in maintenance. Heating bills have been cut in two by recent inventions. Homes built under present building standards provide greater charm. Such homes as are shown herein are better planned, require fewer steps and lighten housekeeping labor. With lower up-keep costs, easy financing methods, the feeling of permanency, the home owner has less worry, is more efficient, and adds to his net worth. Every payment on it, like rent, increases family wealth!

HOME owning pays dividends for a lifetime in health, wealth and happiness. It promotes the abundant life!

UNDER approved conditions, you can make an insured Federal Housing Administration building loan up to 90 per cent of the cost, and have up to 20 years to pay — easy as rent.

Ask your Lumber Dealer how Blueprints of Working Plans
can be secured.

BE A PROPERTY OWNER!

Own Your Home!

RENT money is spent money. It creates no wealth for you.

BUILDING and paying for a home while you live in it is one of the best ways to save. It increases your permanent wealth. It capitalizes your savings.

MILLIONS of Americans are planning to invest their War Savings in Homes.

IT is now easy to own your home under the new modern financing methods. Payments little, if any more, than rent can be made.

THE average renter moves once in two or three years. Thousands of new homes might be built with the country's annual moving bills. Build yourself a home and STAY PUT! In a new home everything is clean and fresh, unused by anyone else. The money you will save by not moving will help pay off the mortgage.

No landlord can raise the rent on you when you own your home.

Blueprints of Working Drawings can be secured
through your Lumber Dealer.

Build a Home...Pay Like Rent

A HOME which one buys on easy payments is like a savings bank in which one deposits money which he would pay as rent; and finally he will "own his bank," the rent problem disposed of forever.

THE designs and floor plans in this book were prepared by architects who are well versed in the regulations and can be relied upon as acceptable to the Federal Housing Administration.

ONE who owns his home settles down for years of life in a neighborhood of his choice, becomes established among friends. He sees the years go by without periodical moving; and, in due time pays off the mortgage and has his home free and clear.

YOU can get full details in regard to financing from any bank, savings, building and loan association, mortgage company, insurance company or any other lending agency.

IT is required when making an FHA loan to submit blueprints of working drawings and specifications. The same would be demanded by any private lending agency. Consult your lumber dealer about securing blueprints of any home shown in this booklet.



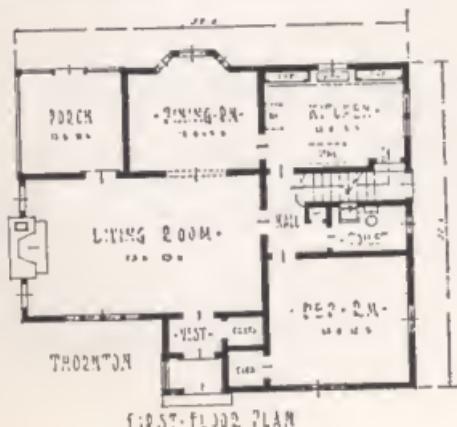
From "Book of 100 Homes"

Seven Rooms, 39 x 32½ Feet

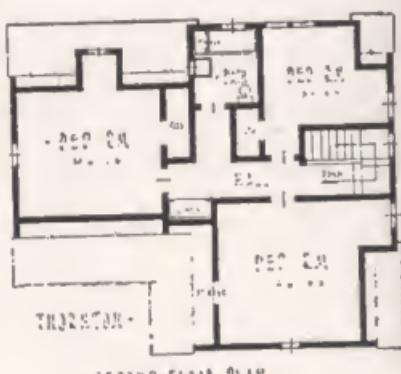
32,900 Cubic Feet

The THORNTON

A stucco English type bungalow, with space carefully utilized. Entrance to vestibule is sheltered by the porch. A good size living room with fireplace. Porch looks upon the garden, shielded from public view. Kitchen has ample cabinet space. Downstairs lavatory off the hall, one bedroom downstairs and three upstairs, with bathroom convenient to all, all with cross ventilation. A highly attractive stucco exterior; brown stain recommended for trim.



FIRST FLOOR PLAN



SECOND FLOOR PLAN



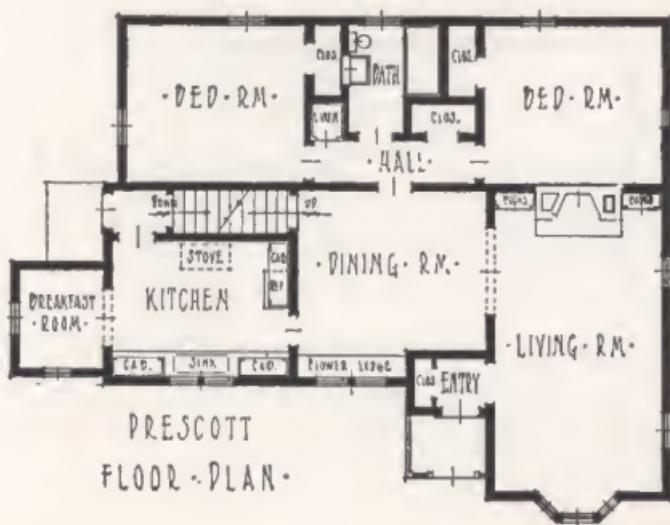
From "Book of 100 Homes"

Five Rooms and Breakfast Room, 40 x 26 Feet

29,500 Cubic Feet

The PRESCOTT

A HOUSE of charm. Much in it to make the home lover happy. Colonial doorway, shingled sides (unless you prefer siding). A breakfast nook. A fireplace. Bedrooms apart from living quarters. Finish rooms upstairs later. Compact, step-saving plan, the housekeeper's delight. Imagine your family living in it!



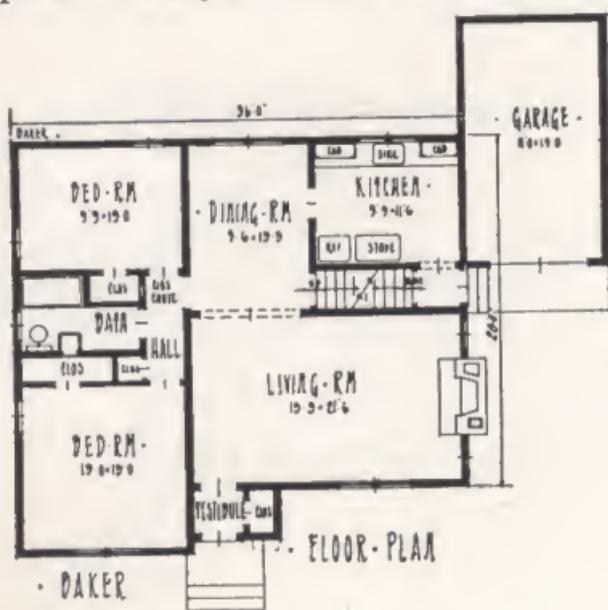


From "Book of 30 Homes"
Five Rooms and attached Garage, 36 x 28 Feet

28,800 Cubic Feet

The BAKER

THE floor plan has that desirable feature of separating the sleeping from the daytime quarters, making for privacy and quiet to those who retire early. The architect has not overlooked the open fireplace. The compactness of the design makes for saving of steps. Ample storage space in attic, plenty of closet space. The keynote of the design is absence of costly frills.





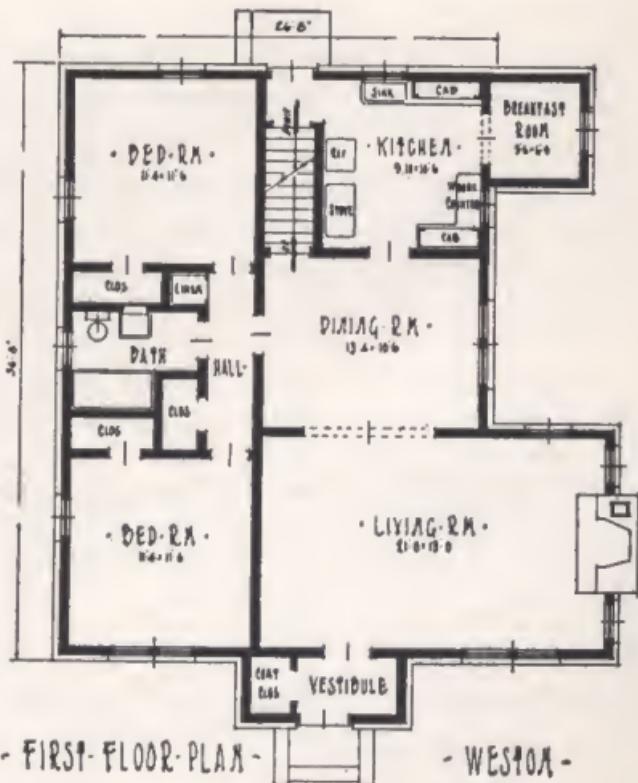
From "Book of 100 Homes"

Five Rooms and Breakfast Room, $26\frac{2}{3} \times 36\frac{2}{3}$ Feet 27,250 Cubic Feet

The WESTON

A BRICK veneer home that has special charm. Here are maximum comforts at moderate cost. Study it carefully. What more could you ask for solid comfort and convenience?

Note: The picture above is shown in reverse of the plan.





From "Book of 100 Homes"

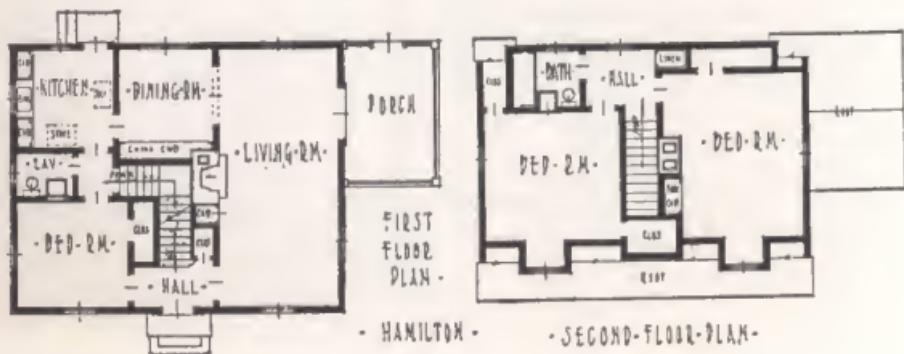
Six Rooms, 32 x 26 Feet

24,100 Cubic Feet

The HAMILTON

IMAGINE yourself, on summer evenings sitting on that cool, inviting porch, looking out on the garden of your planting! And on cold winter evenings, gathered with family and friends around that cozy fireplace. Observe the lavatory on first floor. Let mother study the floor plans well and note the many conveniences that make house-keeping easier. And isn't the exterior attractive? Why can't you own a home like this house of charm?

If You Can Pay Rent You Can Own Your Home!





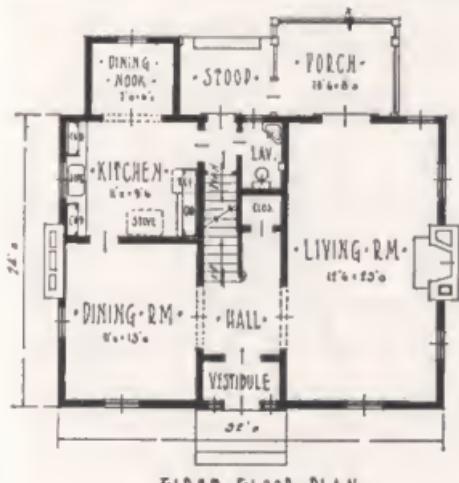
From "Book of 100 Homes"

Seven Rooms and Dining Nook, 32 x 30 Feet

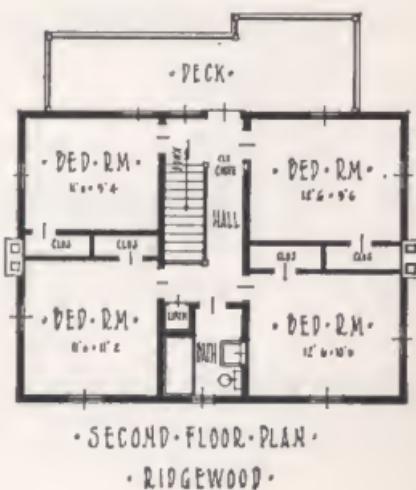
24,000 Cubic Feet

The RIDGEWOOD

SURPRISES are due for the visitor who enters this American Colonial home for the first time. Upstairs, four bedrooms and bath are well arranged. The downstairs is designed for convenient housekeeping and comfort. Kitchen has ample cupboards. Working space is planned to save steps. Lavatory saves stair-climbing. Dining nook serves family on ordinary occasions. Porch makes a desirable living room in summer.



FIRST FLOOR PLAN.



SECOND FLOOR PLAN.

RIDGEWOOD.



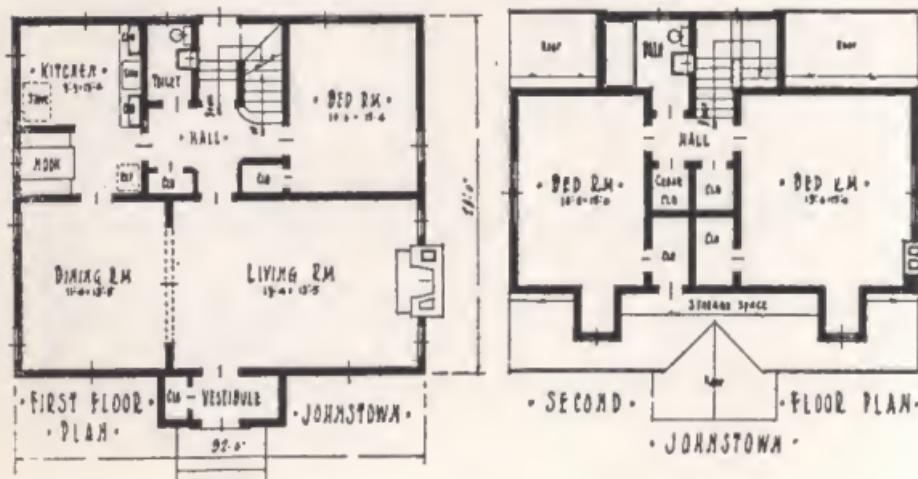
From "Selected Small Homes"

Six Rooms, 32 x 28 Feet

23,500 Cubic Feet

The JOHNSTOWN

THIS home, in the Cape Cod style has the conveniences that most families desire. Three comfortable bedrooms and seven closets. A lavatory and toilet downstairs for the gardener; a breakfast nook, a fireplace, a large living room with plenty of wall space for furniture; a dining room, too. The compactness of the house makes it comfortable, easy to care for and economical both to build and to heat.





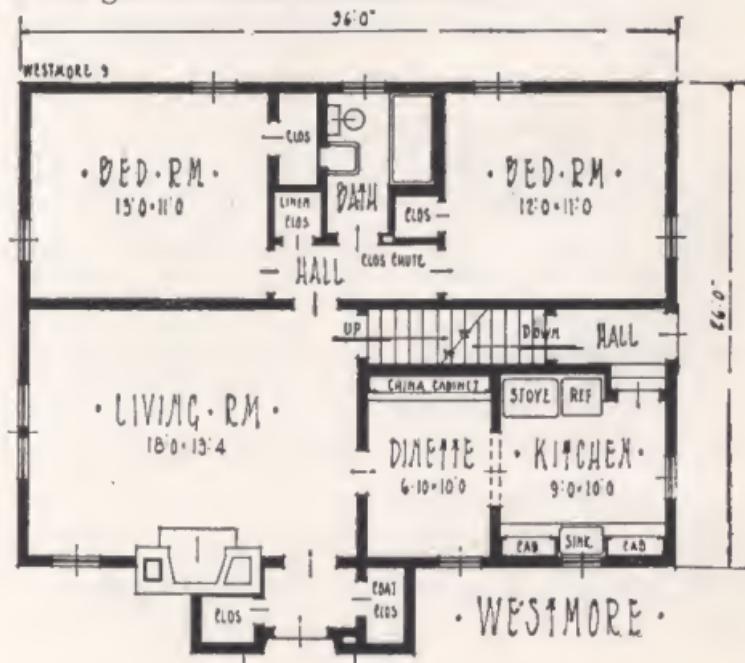
From "Book of 100 Homes"

Five Rooms, 26 x 36 Feet

23,300 Cubic Feet

The WESTMORE

WITH its shingled exterior, in keeping with the architectural design, this inexpensive bungalow is one to make the home lover's heart leap. A gem of a home. The floor arrangement is "different." The dinette with china cabinet will answer most family occasions. The kitchen in front leaves an unobstructed view of the garden from the bedrooms.





From "Book of 100 Homes"

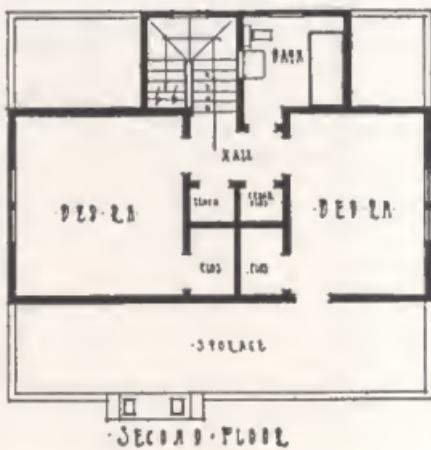
Six Rooms, 31 x 28 Feet

23,800 Cubic Feet

The BEN AVON

COOL, inviting and restful in summer, snug and warm in winter. Wouldn't you like to move in? Wouldn't you like to exercise your landscaping skill here? A Federal Housing Administration insured loan, maybe up to 90 per cent, will make it easy for you to own it. Study the attractive features.

Why Not Plan Now?





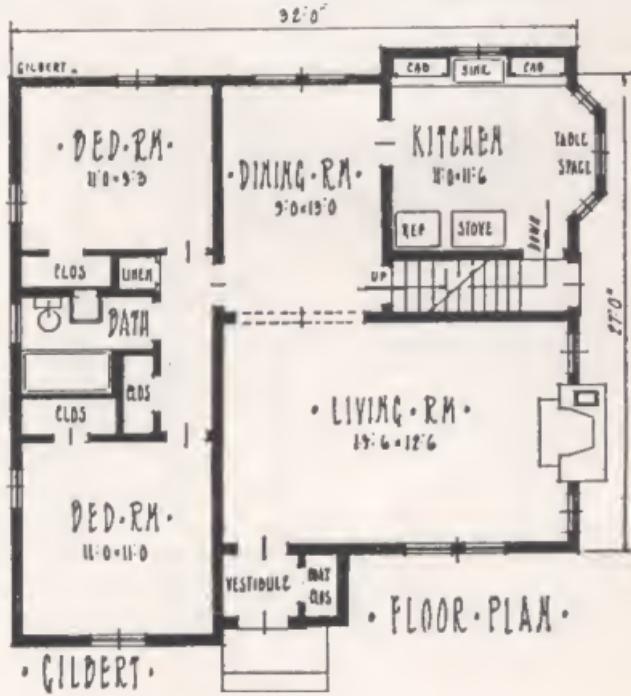
From "Book of 100 Homes"

Five Rooms, 32 x 27 Feet

22,500 Cubic Feet

The GILBERT

AN AMERICAN type embodying just about everything you want in a moderate-cost home. Daytime and sleeping quarters isolated from each other. The living room with fireplace will charm the home lover. Every room has cross ventilation. Space in attic to finish off in future. Externally, this house, with its colorful chimney and inviting front doorway, will give a thrill to owner's family as they approach and enter it.





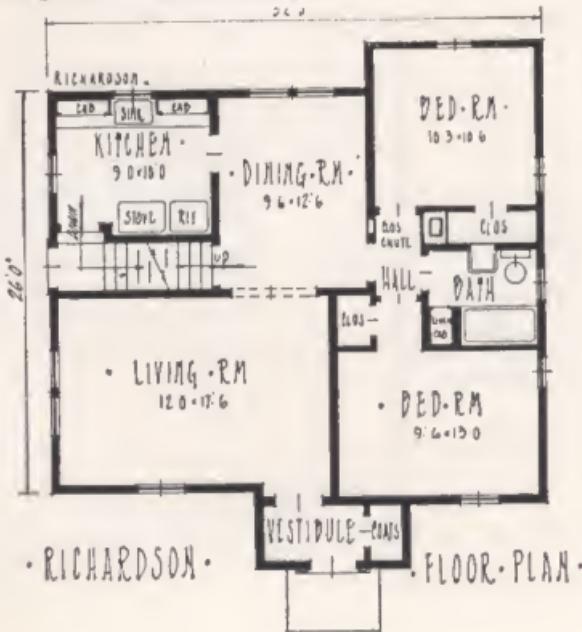
From "Book of 30 Homes"

Five Rooms, 32 x 26 Feet

2',500 Cubic Feet

The RICHARDSON

THE side entrance gives quick access to kitchen and basement. The larger owner's bedroom in front has cross ventilation. While the second floor is not laid out with a floor plan, ample space is there for future needs. An excellent layout for a family requiring two bedrooms, with room to grow in. This house has a pleasing exterior which can be made even more attractive with inexpensive shrubbery.





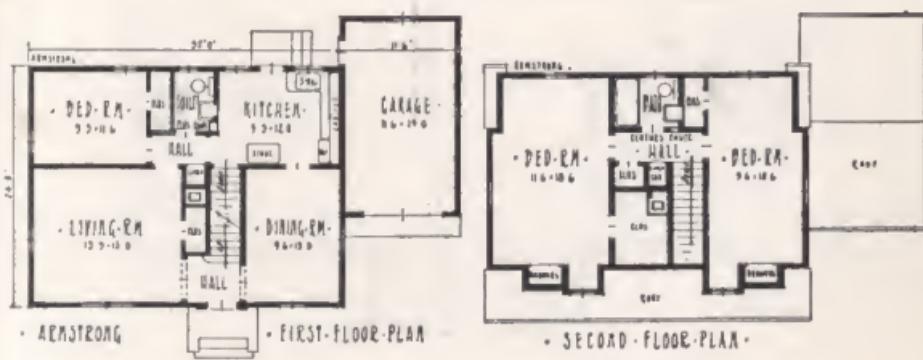
From "Book of 30 Homes"

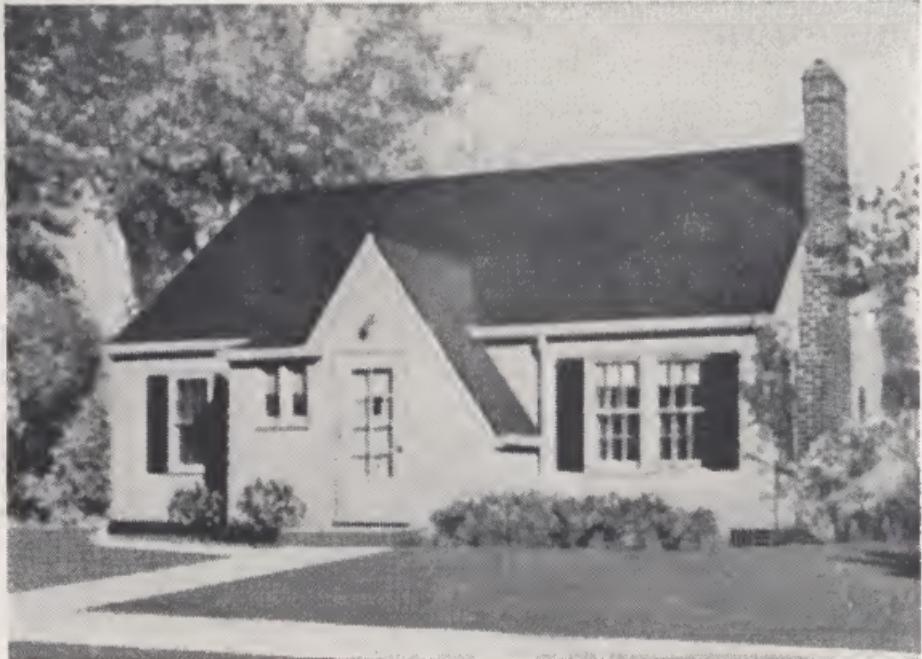
Six Rooms, 32 x 24 Feet

21,400 Cubic Feet

The ARMSTRONG

A NEAT Cape Cod cottage, with garage wing. It is unusual to find three bedrooms in such a small house. It is a compact plan, designed to make housekeeping easy. Though not an expensive house to build it offers conveniences usually found in larger homes. In external appearance its lines are simple and harmonious. The bedrooms on second floor are unusually large. The exterior design is modern, simple, and "streamlined." This home will be a credit to its owner — and to its neighborhood.

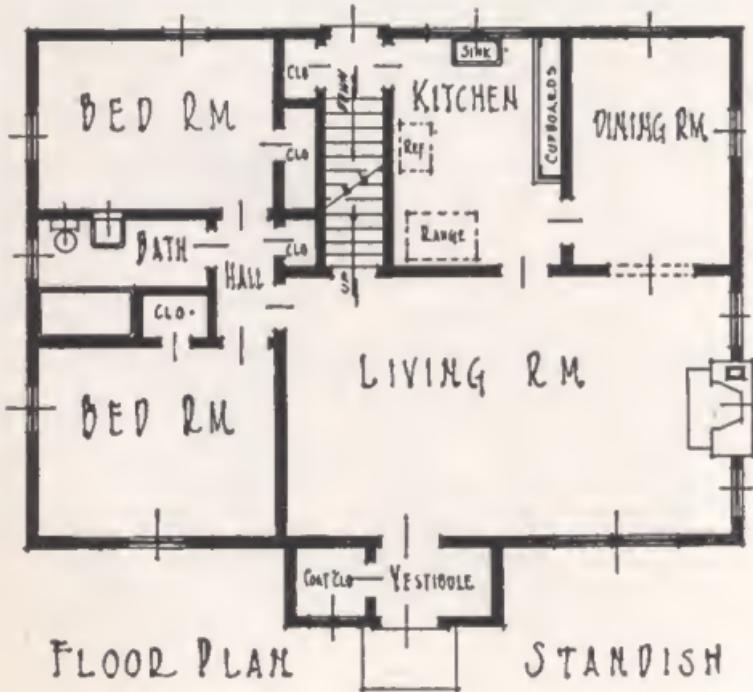




From "Book of 100 Homes"
Five Rooms, 36 x 26 Feet 21,000 Cubic Feet

The STANDISH

A HOME that will never be out of style. It's economical to build, easy to heat and a pleasure to do housework in. See the unusual completeness and conveniences in this roomy and compact home. Picture yourself coming home to this haven of rest from a day's work.





From "Book of 100 Homes"

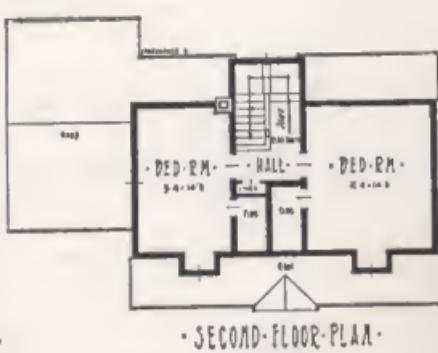
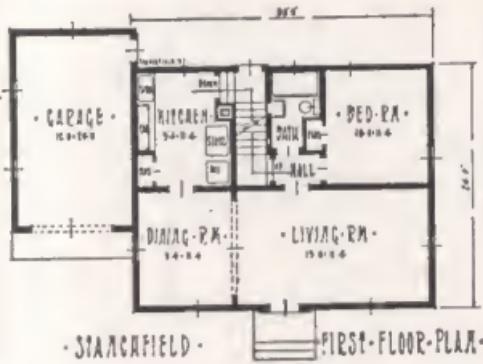
Six Rooms and Garage, 30 x 24 Feet

20,800 Cubic Feet

The STANCHFIELD

THIS inviting Cape Cod house, with garage conveniently attached, bespeaks "joy of living" from its very appearance. The upstairs rooms are unusually large for a house of this size. The wide archway between living room and dining room gives an impression of space to both rooms.

Your Home! "The Spot on Earth Supremely Blest! A Dearer, Sweeter Spot than All the Rest."





From "Book of 100 Homes"

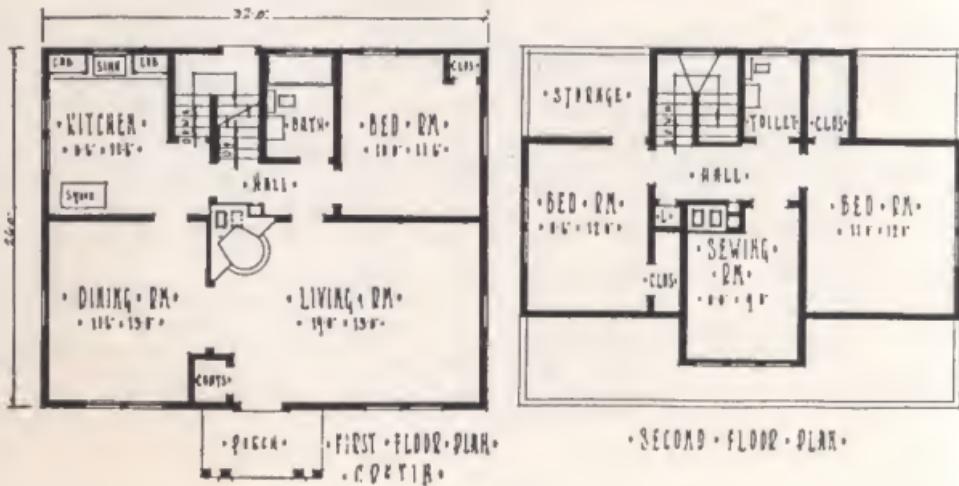
Seven Rooms, 32 x 26 Feet

19,950 Cubic Feet

The CRETIN

THE good proportions of the house as a whole, the finely spaced windows are all important. The handsome Colonial entrance distinguishes this exterior. Study this floor plan carefully and you will find much to recommend it for a home of only moderate cost. It is a home that will be found very practical indeed for the average family.

Remember, Rent Money is Spent Money!





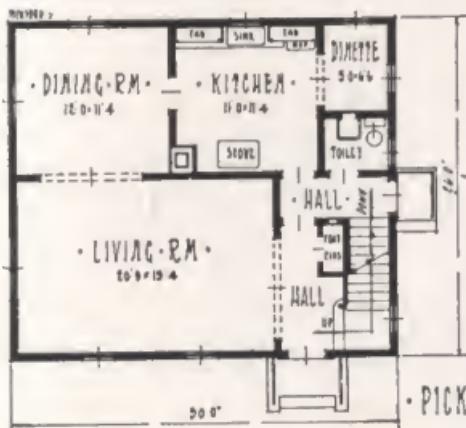
From "Book of 100 Homes"

Six Rooms and Dinette, 30 x 26 Feet

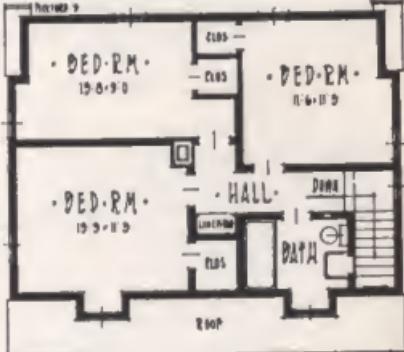
19,500 Cubic Feet

The PICKFORD

IN THE Pickford we have a variation of the Cape Cod. It is a splendid little home that will excite admiring glances from passers-by. To its individuality may be added shrubbery and well-kept lawn. Siding or shingles may be used. The large living room provides ample wall-space for bookcases, and for arranging furniture and pictures. The designer has also included special and highly appreciated features such as dinette, downstairs lavatory, linen cabinet and unusually large closets.



FIRST FLOOR PLAN.



SECOND FLOOR PLAN.



From "Book of 100 Homes"

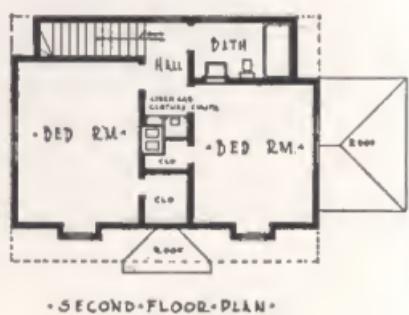
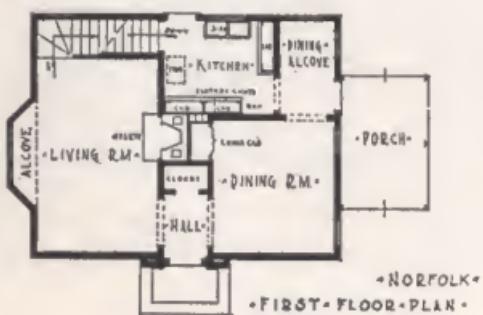
Five Rooms and Dining Alcove, 28 x 22 Feet

18,550 Cubic Feet

The NORFOLK

DOESN'T this two-story home look good to you? Dining alcove, kitchen easy to work in, a porch to rest in, looking out on the garden you'll have in the back yard. Roomy bedrooms and bath. Plenty of conveniences usually found in more expensive houses. Lots of sunshine, in this home, too. Make up your mind you will own it! Then, no more moving for you!

The money you will save by not moving periodically will help pay off the mortgage!





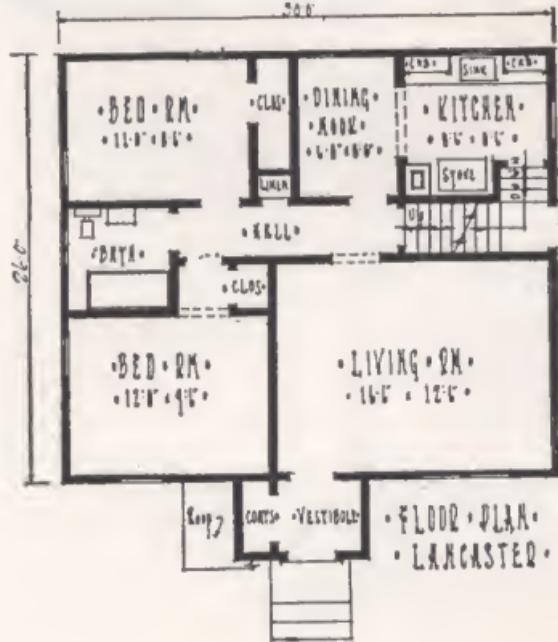
From "Book of 100 Homes"

Four Rooms and Dining Alcove, 30 x 26 Feet

18,200 Cubic Feet

The LANCASTER

BECAUSE of its small size, the Lancaster can be very economically built. The dining nook replaces the dining room, thereby leaving sufficient space for two bedrooms on the first floor. The exterior suggests the English type bungalow, because of the peak and graceful slope over the doorway.

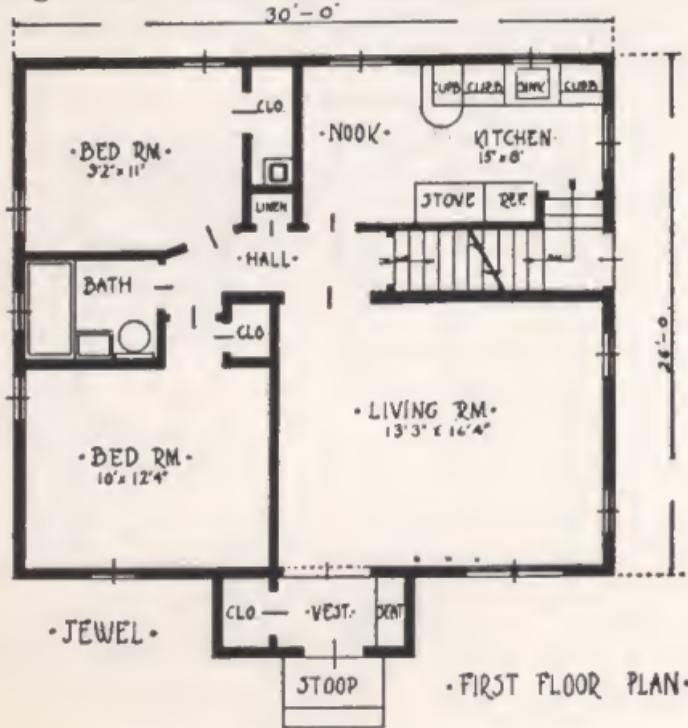




From "Homebuilders Book of Low Cost Homes"
Four Rooms, 30 x 26 Feet 18,040 Cubic Feet

The JEWEL

WELL named, for it is a jewel. While the floor plan calls for downstairs occupancy, the high roof lends possibilities for future expansion. There is plenty of space in the kitchen end for serving meals. Planned for cross ventilation.

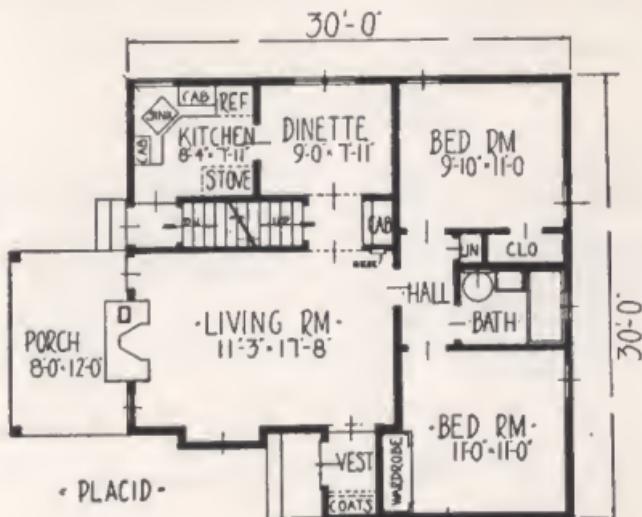




From "Homebuilders' Book of Low-Cost Homes"
Five Rooms, 30 x 30 Feet 16,338 Cubic Feet

The PLACID

THERE is great charm as well as livableness in this design. The step-saving floor plan will appeal to the housewife. The living room with its hospitable fireplace is shielded from draught by the vestibule when front door is opened. The screened porch provides a restful haven on summer evenings and days. The bedrooms, apart from daytime quarters, offer privacy and quiet.



- FIRST FLOOR PLAN -



From "Book of 30 Homes"

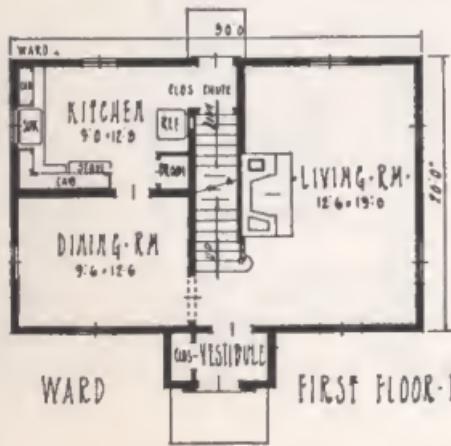
Five Rooms, 30 x 20 Feet

15,600 Cubic Feet

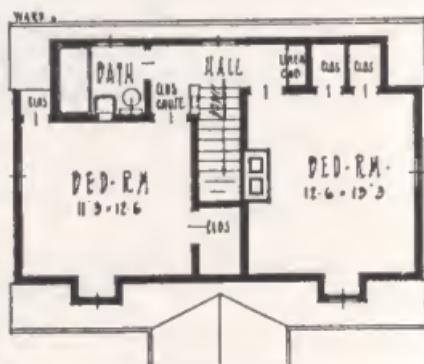
The WARD

YOU can own and live in this charming small home on a modest income. You can heat and maintain it at moderate cost. It is planned for economical construction. The large living room, with its fireplace, is the center of interest downstairs. Housework can be done in it with least possible fatigue. Good sized closets upstairs, two to each room, with clothes chute and linen closet add the final touch of convenience and utility.

Don't Rent, Build!



FIRST FLOOR PLAN



SECOND FLOOR PLAN



From "Homebuilders' Book of Low-Cost Homes"

Five Rooms, 28 x 20 Feet

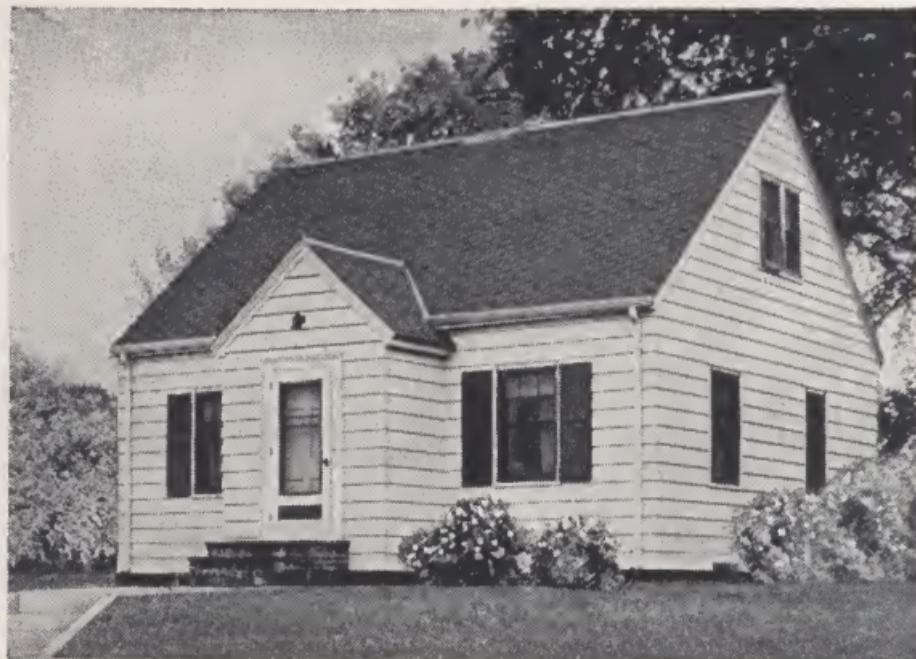
15,350 Cubic Feet

The HARMONY

"HARMONY" is a fitting name for it. It is an adaptation of the Cape Cod style and the designer has done his work well. A house that will attract attention and reflect credit on the owner's good taste. The large living room, with light and air from three sides, opening onto the sun porch, offers ideal space for family life and for entertaining. A dining space is located in the kitchen, looking out upon the garden. The airy bedrooms, ample closets and bath complete a happy second floor plan. A harmonious design.

No landlord can raise your rent when you own your home!





From "Book of 100 Homes"

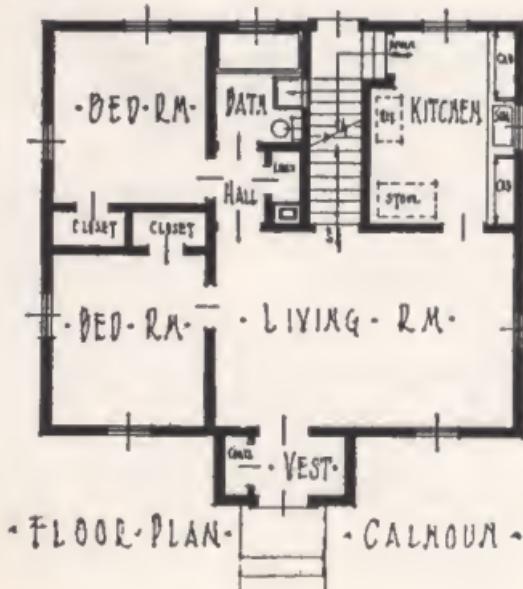
Four Rooms, 24 x 24 Feet

14,850 Cubic Feet

The CALHOUN

THERE'S something appealing about this Colonial Cottage. You seldom find such comforts and conveniences shown here in a rented house or apartment. Compact kitchen, arranged to save steps. It's easy to do housework in, easy to pay for, too!

Can you see yourself coming home to this haven of rest after a day's work.





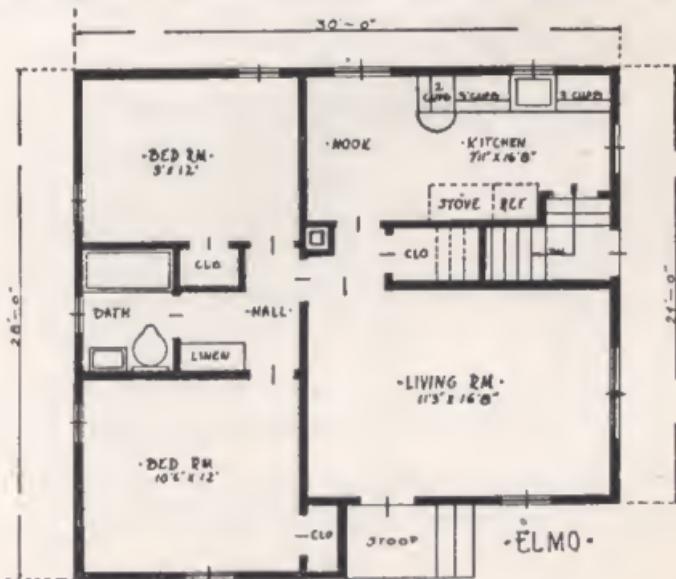
From "Homebuilders' Book of Low-Cost Homes"

Four Rooms, 30 x 28 Feet

14,520 Cubic Feet

The ELMO

AN excellent house, with a dash of style, emphasized by the iron railing on front doorstep. Each room with cross ventilation. In the absence of a dining room, which is used only a couple of hours a day, the large dining nook in kitchen serves ordinary purposes. The living room might be used for that purpose when entertaining a large number. A step-saving, labor-saving home. The style of the house is modern American.



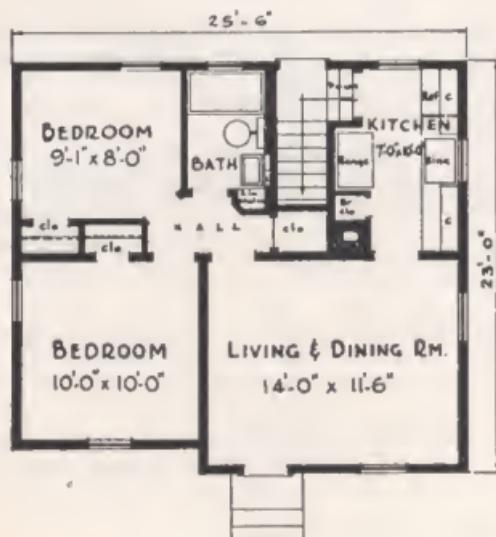


From "Low-Cost Cottage Book"
Four Rooms, $25\frac{1}{2}$ x 23 Feet 10,850 Cubic Feet

The LAUREL

You couldn't expect more in a low-cost house. Kitchen is step-saving, with ample cupboard and closet. Living room is large enough for dining. Good closets. Plywood suitable for gable ends. Almost square, suited to modest income, and easy to housekeep and get around in. Every room, including kitchen, has cross ventilation admitting sunlight and air.

Build Yourself a Home and Stay Put!



IDEAS for HOME BUILDERS

NO MORE RENT! It is remarkable what "rent money" will do by way of paying for a home. A house built on your lot is the soundest of investments which will pay dividends as long as you live; it will be a source of security; and a fine heritage for the family. Don't smother the desire to own your "dream home." All that stands in the renter's way to home ownership is lack of the simple determination to "*start doing something about it NOW.*"

DINING ROOM. This is the least used room in the house and is being left out of many houses of higher cost than shown in this book. Dining space in the kitchen or adjoining "nook" is practical and step-saving for the small family.

MILLWORK. Stock millwork — windows, screens, doors, cabinets, etc. can be had in large variety and costs far less than specially made millwork, which cannot be considered in low-cost houses.

INSULATION. Modern insulation methods in walls and in the ceiling below the attic space will make a large saving in fuel. It will add comfort during winter's cold and summer's heat.

HEATING. If a so-called one-pipe, or pipeless, furnace is installed in basement it should be located as near the center of main floor as possible. Heated air from one register must supply the entire house. Provision should be made for free circulation through the entire house. Water should be evaporated constantly from the heating plant to assure health and reduce consumption of fuel. Ventilation is vitally necessary. It costs less to heat fresh air than foul.

BASEMENT. A full basement adds from \$250 upward to the cost of a house, but, of course, gives more valuable space. A concrete block foundation costs less, usually, than poured cement. An attached garage is a convenience and is economical.

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